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BEST WESTERN REWARDS® GIVES MEMBERS A FAST PASS TO GOLD STATUS THIS FEBRUARY

*Best Western® Loyalty Members Can Accelerate to Elite Status with Special Offer,
Earning Extra Rewards and Points on Every Stay*

Phoenix (January 17, 2018) – Best Western Hotels & Resorts’ award-winning, best-in-class loyalty program – Best Western Rewards (BWR®) – has announced an exclusive limited-time offer allowing newly registered members and current base-level members to skip the wait to become an elite-level member by immediately accelerating to Gold status. Travelers who register online for the *Fast Pass to Gold* promotion between February 1 – 11, 2018 will receive the level bump, providing that they stay one night at any of Best Western’s more than 4,200 worldwide locations before April 30, 2018.

“Best Western takes great pride in offering one of the richest loyalty programs in the industry – one that brings real value to travelers through simplified, meaningful and rapid rewards,” said Dorothy Dowling, Senior Vice President and Chief Marketing Officer for Best Western Hotels & Resorts. “With this special offer, we are excited to help our newest BWR members become eligible for higher levels of benefits and rewards even faster in 2018, as well as reward those who have been valued guests with us for some time.”

With Best Western’s *Fast Pass to Gold*, guests accelerating to this higher status will receive 10 percent bonus points on every stay, room upgrades and the choice of a complimentary thank you gift or points upon arrival.

Guests who take advantage of this offer will not only enjoy the enriched perks custom to BWR’s Gold tier, but will also enjoy the exclusive benefits that make Best Western’s loyalty program highly acclaimed and industry-leading. BWR



redemptions have a lower point level threshold relative to other hotel brands and free nights can be redeemed at any of Best Western's more than 4,200 hotels worldwide, with points that never expire and no blackout dates.

This exciting promotion is the brand's latest example of its revamped BWR program. By offering more rewards and recognition than ever before, BWR's membership has grown to more than 33 million members globally – representing gains of nearly 14 percent annually, since the beginning of the refresh initiative. BWR also achieved a top five ranking in *U.S. News & World Report's* 2017-2018 Best Hotel Rewards Programs and was ranked as one of the top three Best Hotel Rewards by WalletHub in 2017.

For more information on BWR or to sign up for this limited-time offer, please visit BestWestern.com/FastPasstoGold.

About Best Western® Hotels & Resorts:

Best Western Hotels & Resorts headquartered in Phoenix, Arizona, is a privately held hotel brand with a global network of 4,200* hotels in more than 100* countries and territories worldwide. Best Western offers 11 hotel brands to suit the needs of developers and guests in every market: Best Western®, Best Western Plus®, Best Western Premier®, Vīb®, GLō®, Executive Residency by Best Western®, BW Premier Collection®, and BW Signature CollectionSM by Best Western; as well as its recently launched franchise offerings: SureStay® Hotel by Best Western, SureStay Plus® Hotel by Best Western and SureStay CollectionSM by Best Western. Now celebrating more than 70 years of hospitality, Best Western provides its hoteliers with global operational, sales and marketing support, and award-winning online and mobile booking capabilities. Best Western continues to set industry records regarding awards and accolades, including 64 percent of the brand's North American hotels earning a TripAdvisor® Certificate of Excellence award in 2017, Business Travel News® ranking Best Western Plus and Best Western number one in upper-mid-price and mid-price hotel brands, and Best Western receiving seven consecutive Dynatrace® Best of the Web awards for its leading hotel website. Best Western has also won nine consecutive AAA®/CAA® Lodging Partner of the Year awards, recognizing the brand's commitment to providing exceptional service and great value to AAA/CAA's nearly 58 million members in the U.S. and Canada. Best Western-branded hotels were top ranked in J.D. Power's 2017 North America Hotel Guest Satisfaction Index Study – ranking first in breakfast (food and beverage category) for midscale; and second in overall guest satisfaction. Over 32 million travelers are members of the brand's award-winning loyalty program Best Western Rewards®, one of the few programs in which members earn points that never expire and can be redeemed at any Best Western hotel worldwide. Best Western's partnerships with AAA/CAA and Harley-Davidson® provide travelers with exciting ways to interact with the brand. Through its partnership with Google® Street View, Best Western is the first major company of its size and scale to launch a virtual reality experience for customers, setting a new industry standard and reinventing how guests view hotels.

* All Best Western and SureStay-branded hotels are independently owned and operated.

* Numbers are approximate, may fluctuate, and include hotels currently in the development pipeline.

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